

A GUIDE ON PRESERVING YOUR PAINT

THE NEW CAR OWNER'S PROTECTION GUIDE

What every new car owner needs to know to
protect their investment and keep it looking the way it should.

A LITTLE KNOWLEDGE GOES A LONG WAY

TO KEEP YOUR CAR LOOKING ITS BEST

Keeping your car looking its best is **easier** than most people think, but there are a **few things you need to know** to get it right.

THIS 3-PART GUIDE WILL COVER...



1 WHAT'S DAMAGING YOUR PAINT

Over time your paint sees more than you'd expect - knowing what to look for helps you stay ahead of it.

2 HOW TO PROPERLY MAINTAIN IT

The right habits from day one make a bigger difference than most people realize.

3 YOUR PROTECTION OPTIONS

An honest look at what's available, what each one does, and how to choose what's right for you.

Have any questions this guide won't cover?

We're happy to help!

GET EXPERT GUIDANCE

No pressure - just clear, expert guidance

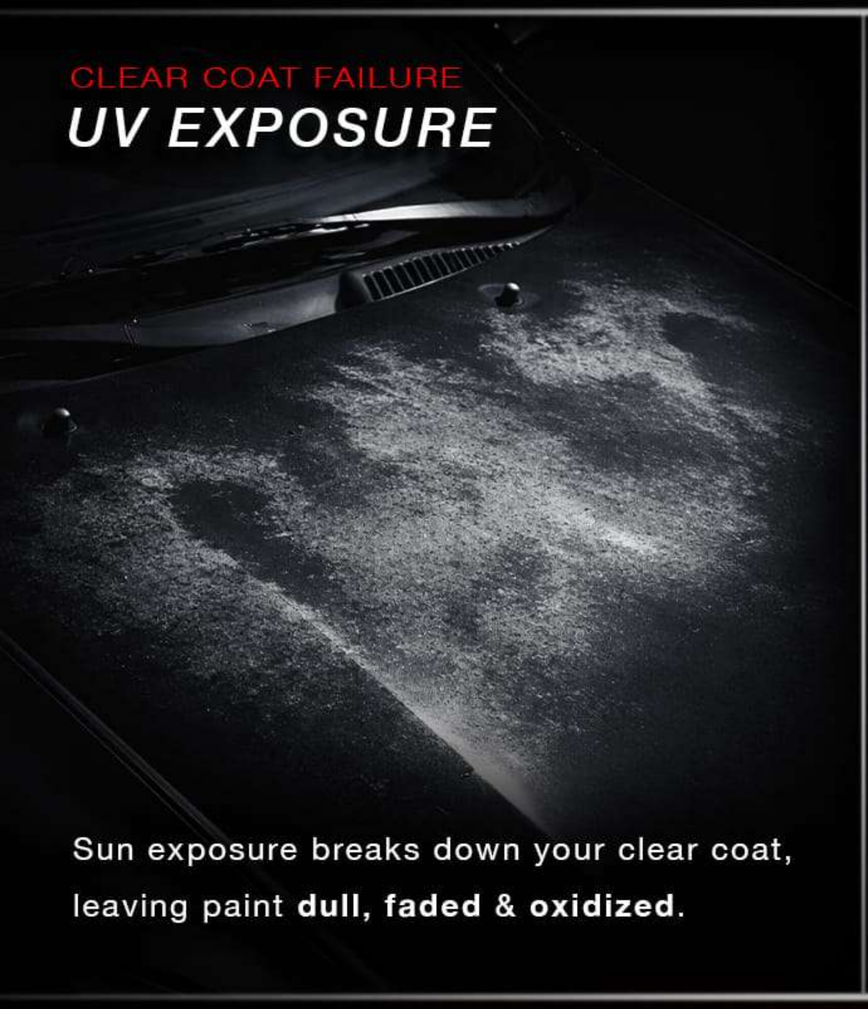
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1 WHAT'S DAMAGING YOUR PAINT

REVEALS ITSELF **OVER TIME**

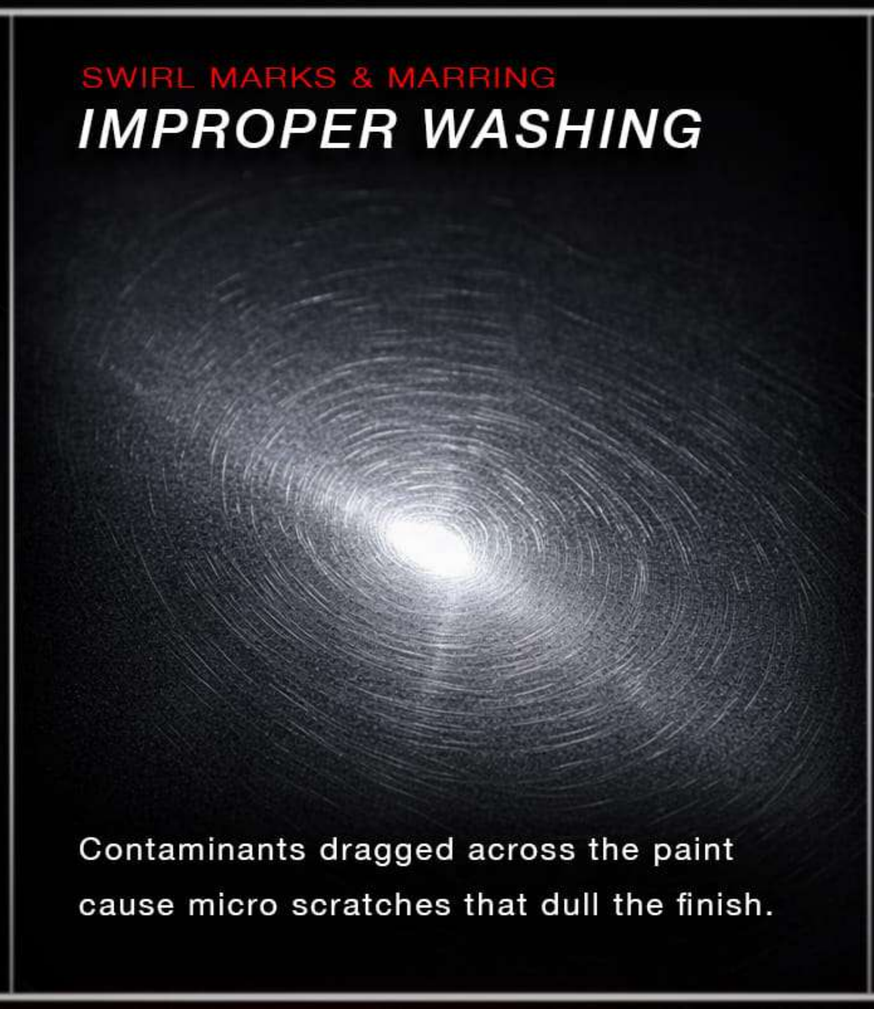
It doesn't happen overnight. Most noticeable paint damage **builds over time** through daily exposure. By the time most people notice it - **the damage is done.**



CLEAR COAT FAILURE

UV EXPOSURE

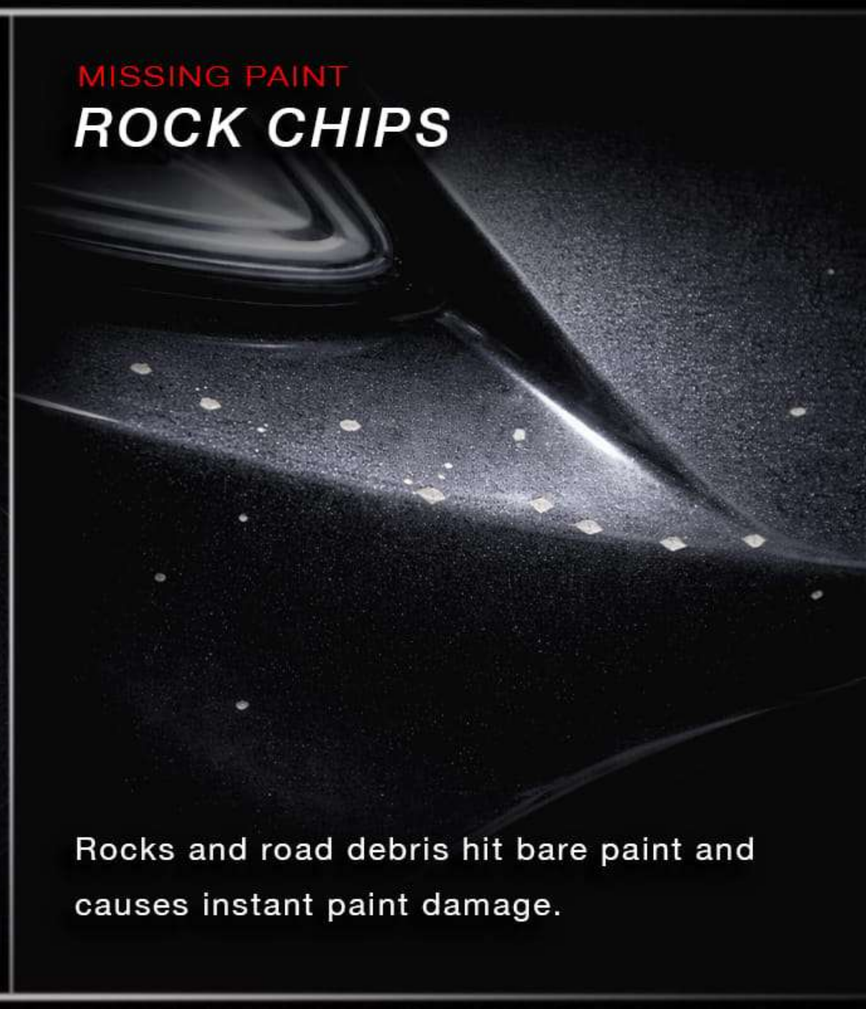
Sun exposure breaks down your clear coat, leaving paint **dull, faded & oxidized**.



SWIRL MARKS & MARRING

IMPROPER WASHING

Contaminants dragged across the paint cause micro scratches that dull the finish.



MISSING PAINT

ROCK CHIPS

Rocks and road debris hit bare paint and causes instant paint damage.



AVOID AUTOMATIC CAR WASHES - EVEN TOUCHLESS!

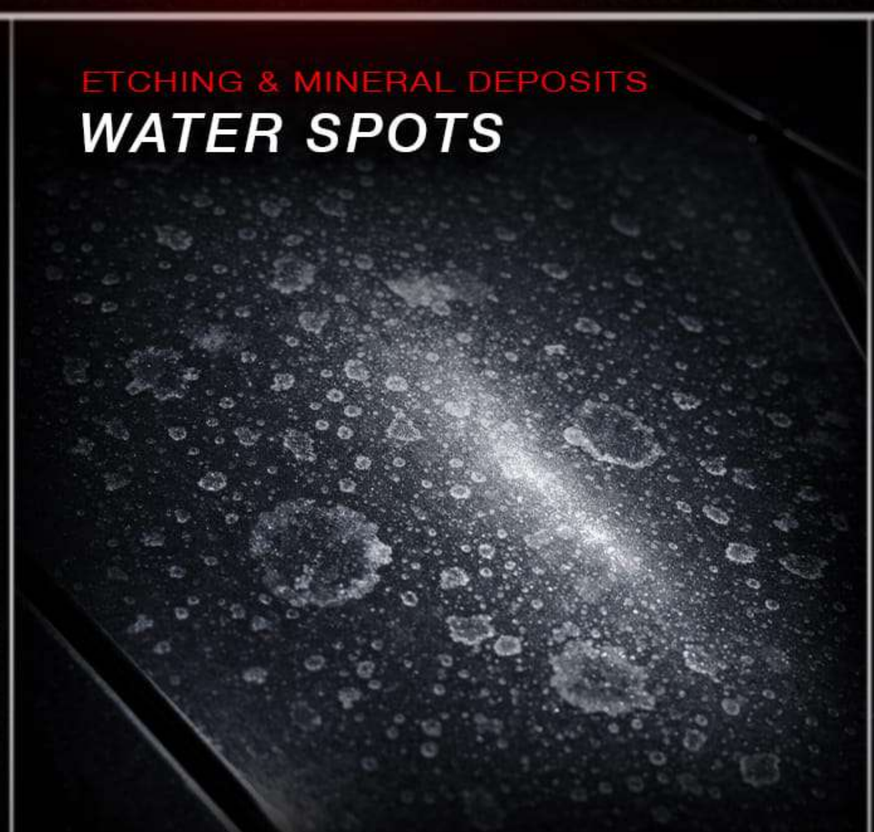
Most "drive-through" car washes use harsh chemicals and degreasers that degrade your clear coat and dry out your plastics and rubber seals.



ETCHING & STAINING

BIRD DROPPINGS & TREE SAP

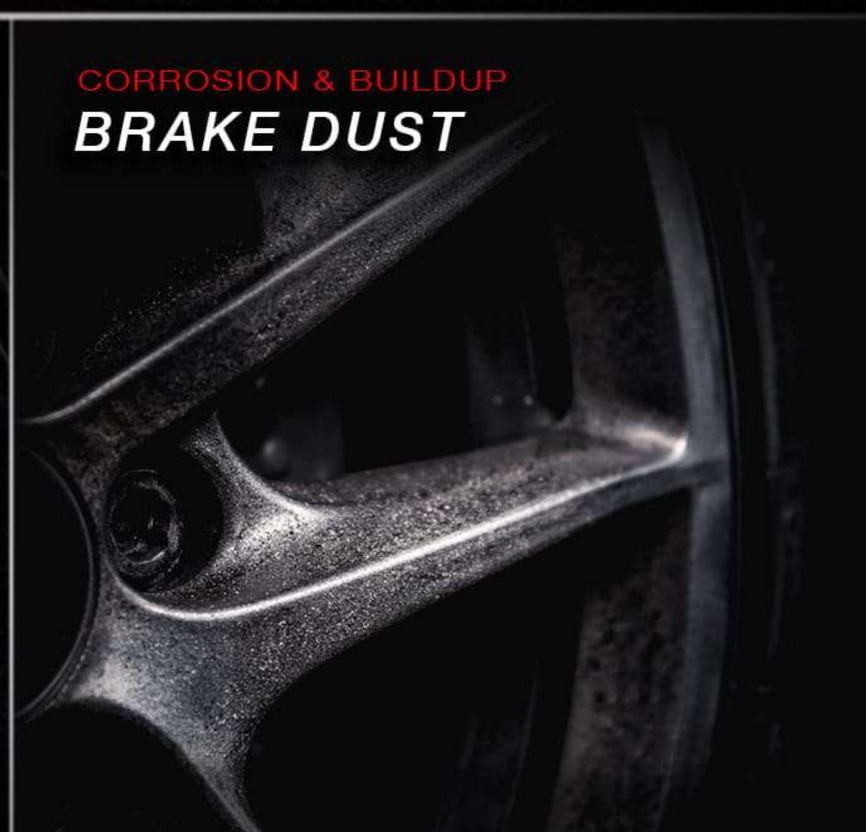
Acidic contamination etches the clear coat - the longer it sits, the worse it gets.



ETCHING & MINERAL DEPOSITS

WATER SPOTS

Hard water left to dry etches into the clear coat - permanently.



CORROSION & BUILDUP

BRAKE DUST

Corrosive particles bond to the clear coat and wheels causing deterioration.

Luckily, there's a way to prevent most of this!

Keep reading!

2 HOW TO PROPERLY MAINTAIN IT

BEST HABITS, SAFE PRODUCTS, & WHAT TO AVOID

To keep your car looking its best, you need to **avoid bad habits**, use the **right products**, and make sure to **stay on top of proper maintenance.**

BEST HABITS



WASH IT BEFORE IT GETS TOO DIRTY

Washing every 1-2 weeks prevents dirt and brake dust from bonding deeper into your clear coat.

KEEP QUICK DETAIL SPRAY IN THE CAR

Bird droppings, tree sap, and water spots need to be **removed immediately**!
The longer these are left, the more likely they will stain and etch your clear coat.

SAFE PRODUCTS

THE 4 ESSENTIALS FOR PROPER MAINTENANCE



PH BALANCED
CAR SHAMPOO

For your consistent wash. Soft, safe & effective.



HIGHER PH
CAR SHAMPOO

For deeper cleaning every 2-3 months. Helps flush out embedded contaminants.



SOAP
FOAM CANNON

Crucial for decontamination prior to a contact wash. Handheld or pressure washer.



SUPER PLUSH
MICROFIBERS

Ultra soft towels and wash mitts are essential to reduce swirls while washing.

WHAT TO AVOID



NEVER WIPE PAINT WHEN IT'S DRY

Never touch or wipe the paint without lubrication from soap or a detail spray. This will cause swirls and marring.



NEVER USE THE SAME MITT ON WHEELS & PAINT

Wheels gather the most brake dust and road grime. Towels collect that debris, and transferring it to the paint will cause swirls and marring.

Following the best habits, using safe products, and avoiding common mistakes will keep your paint looking pristine.

2 HOW TO PROPERLY MAINTAIN IT

continued

WASHING THE RIGHT WAY IS EASIER THAN YOU THINK

The way you wash your car matters just as much as the products you use. Follow this process every time and eliminate the most common cause of paint damage.

BEFORE YOU START

WAIT FOR COOL WEATHER

Washing in the morning or late evening is best. **Avoiding the heat** will prevent water spots & soap drying on the paint.

GATHER THE RIGHT TOOLS

Get the products on page 4. For a maintenance wash, choose the PH Balanced Car Shampoo. For a Deep Clean, get the Higher PH Soap and optionally a Spray Sealant.

THE WASH SEQUENCE

PHASE 01

INITIAL RINSE & SOAP

1 FIRST RINSE

Rinse to flush loose dirt and debris from all surfaces BEFORE any contact. If you're using a pressure washer, be sure to stay 2 feet away at all times.

2 FOAM IT UP

Use a foam gun to apply a layer of soap on all of the panels. Let this sit for 1-2 minutes. This will start breaking down the dirt and grime before it's ever touched.

3 RINSE AGAIN

Rinse from top to bottom to get rid of the grime the initial decontamination removed.

PHASE 02

CONTACT WASH

4 MORE FOAM

You always want lubrication on the car before it's touched to reduce the chance of swirls and marring. Soap up the car and your wash mitt.

5 WASH TOP-TO-BOTTOM

Wash with a clean mitt from the roof down. RINSE YOUR MITT AFTER EVERY PANEL. Try not to go back up once you've washed lower panels as they tend to be dirtier.

6 WHEELS LAST

Always use a dedicated "wheels" mitt. Never bring a wheel mitt onto the paint.

PHASE 03

DRYING & SEALANT

7 DRY W/ AIR IF AVAILABLE

A blower or air gun is the safest drying method. No contact = no risk.

8 TOWEL DRY

Use only plush microfiber drying towels. A quick detail spray is great to use as a drying aid. It reduces streaks and adds lubrication to reduce swirls.

9 SEALANT

If you're doing a decontamination wash, we recommend using a Ceramic Spray Sealant to add hydrophobic properties and make it easier to clean next time!

AVOID AUTOMATIC CAR WASHES - EVEN TOUCHLESS!

Most "drive-through" car washes use harsh chemicals and degreasers that degrade your clear coat and dry out your plastics and rubber seals.

Consistency is key. Keep up with maintenance and follow this process to eliminate the main causes of paint damage.

3 YOUR PROTECTION OPTIONS

CERAMIC COATINGS *vs* PAINT PROTECTION FILM

There are **2 primary protection options** worth researching... Both offer unique benefits and protection capabilities to keep your paint pristine.

CERAMIC COATING



Silica-based sealant that bonds to the clear coat to create a hard, hydrophobic layer of protection.

WHAT IT DOES

SIMPLIFIES CAR CARE

Hydrophobic properties prevents dirt and debris from bonding to the paint - keeps your car cleaner and easier to wash.

GLOSS ENHANCEMENT

Improves gloss and shine of the paint.

ENVIRONMENTAL PROTECTION

Protects against damage such as Sun Exposure.

WHO IT'S BEST FOR

Best for those who want to keep their car clean and are looking for easy maintenance.

VS

PAINT PROTECTION FILM



Thick, clean film intended to provide physical damage protection against rocks, road debris, and more.

WHAT IT DOES

PHYSICAL DAMAGE PROTECTION

Thick TPU material absorbs impact and protects against scratches, rocks, road debris and much more.

GLOSS ENHANCEMENT

Improves gloss and shine of the paint.

SELF-HEALING PROPERTIES

Light scratches and swirls are healed with the self-healing top coat of PPF.

WHO IT'S BEST FOR

Best for those who want the highest level of protection against physical damage.

The right option may even be a combination of both!

It depends on your goals, how you use your car, and what matters to you.

NOT SURE WHAT'S RIGHT FOR YOU?

WE'RE HAPPY TO HELP!

Whether you're simply looking for advice on how to care for your car, or you're looking to get it protected, we're happy to be a resource! Let us know what you need help with, and we'll make sure you have the info to make the right next step.

THE RIGHT DETAILER WILL PRIORITIZE...



CRAFTSMANSHIP

Careful preparation and precise installation to deliver a product they're proud to stand behind.

INTEGRITY

Provides honest recommendations and stands behind their work if something isn't right.

LONG-TERM RESULTS

Focuses on the durability, appearance, and how your protection looks years down the road.

Still deciding what makes the most sense for you?

We're happy to help!

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